C1750-1 4/11/83

The Fifth Estate

Broadcasting Apr 11

THE ONLY NEWSCAST IN HOUSTON
THAT HELPS ITS VIEWERS
STAY HEALTHY, WEALTHY AND WISE.

When people in Houston turn to Channel 2News at 5, they get a lot more than national and local news.

They get timely information on personal issues. Like health. Money. The changing family.

So whether the subject is guerilla warfare in El Salvador or new techniques of money management, Houston knows there's one program that tells it all. Channel 2News at 5.

KPRC TV HOUSTON

Go where the news is.

Petry Television, Inc., National Representative, NBC Affiliate.

20814GARNE06681 GEA JUN/84
S GARNER
CONGRESSNL INFO SRV
4520 EAST-WEST HWY
BETHESDA MD 20814

52d Year 1983

Vol. 104 No. 15

BEST AVAILABLE COPY

Broadcasting Apr 11

Anne Jones steps down from FCC □ NAB steps up on stage in Las Vegas □ At Large with Bob Bennett

ANNE OF A THOUSAND-PLUS DAYS □ FCC Commissioner Anne Jones resigns after 15 years in government service. In an interview with BROADCASTING, Jones discusses her decision, and future. **PAGE 33.**

TURNING TO TV □ Roper again finds television news at the top of the list of the most believable source of news. **PAGE 34.**

MORE DEREGULATION □ FCC lifts ban on FM stations using their SCA's for profit and opens up STL links for lease purposes. **PAGE 35.**

VEGAS CONFAB □ More than 30,000 attendees are expected at NAB's 61st annual convention. **PAGE 31.** The agenda for the event begins on **PAGE 50.** A listing of hospitality suites begins on **PAGE 62.** A rundown of exhibitors, networks, brokers, rep firms, the FCC and others who will be in attendance appears on **PAGES 74-132.**

GOING FOR IT AT METROMEDIA □ Bob Bennett has staked a course for Metromedia Television to challenge the dominance of the three commercial networks by strengthening news operations, placing added emphasis on daytime programing and, perhaps most significantly, creating another national network, if only occasionally in ad hoc form. In this "At Large," Bennett discusses Metromedia's strategy in what he believes to be the resurging world of broadcasting. **PAGE 134.**

SPACE BEAMS □ Geostar's 2001 application to the FCC would set up a satellite system that could transmit and receive message from individual receivers from anyone, almost anywhere on earth. **PAGE 144.**

TEXT APPEAL □ NAB executive committee votes to appeal must-carry portion of FCC teletext decision. Glenn Mahone wins board seat; Eugene Jackson left out in the cold. **PAGE 146.**

THE $7 BILLION CLUB □ Procter & Gamble again leads list of top 100 advertisers on television. **PAGE 153.**

MEETING OF MINDS □ Cabletelevision Advertising Bureau explores how to get more sales dollars out of cable. **PAGE 154.**

STACKED DECK □ Networks prepare for May sweeps with specials, movies and new episodes of top-rated programs. **PAGE 158.**

MATTER OF PRINCIPLE □ Small Washington state cable system is taking must-carry rules to appeals court after FCC imposes fine for not carrying three Spokane broadcast signals. **PAGE 161.**

COOL HAND □ Bluegrass broadcaster William Stakelin accepted the challenge of NAB's board chairmanship, and used his Southern charm to calm waters after last year's stormy leadership change. **PAGE 183.**

INDEX TO DEPARTMENTS

Advertising & Marketing 153	**Datebook** 26	**In Brief** 184	**Monday Memo** 22
Business Briefly 14	**Editorials** 186	**In Sync** 160	**Programing** 158
Cablecastings 8	**Fates & Fortunes** 179	**Journalism** 147	**Riding Gain** 42
Changing Hands 145	**Fifth Estater** 183	**Law & Regulation** 161	**Stock Index** 152
Closed Circuit 7	**For the Record** 163	**The Media** 144	**Telecastings** 156

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $2 except special issues $3.50 (50th Anniversary issue $10). Subscriptions, U.S. and possessions: one year $60, two years $115, three years $160. Canadian and other international subscribers add $20 per year. U.S. and possessions add $170 yearly for special delivery, $100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cablecasting Yearbook* $75, *Across the Dial* $6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $55). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 ($37/yr.). Postmaster please send address corrections to *Broadcasting*, 1735 DeSales St., N.W. Washington, D.C. 20036.

INDEX TO ADVERTISERS ■ ABC FM Radio Network 27 □ ABC Television Network 125 □ Accu-Weather Inc. 147 □ Alcoa-NEC Communications Corp. 103 □ All Industry Television Station Music License Comm. 52 □ Ampex Corp. 40-41, 91 □ Andrew Corp. 127 □ Antenna Technology Corp. 123 □ Arbitron Ratings Co. 68-69 □ Associated Press 55 □ BMI 6 □ Barclays American Business Credit 122 □ Barkley Broadcasting/Drake-Chenault 147 □ The Beck-Ross Communications Stations 14 □ Beston 109 □ Blackburn & Co. Inc. 144 □ Blair Radio 53 □ Bonneville Broadcasting System 20-21 □ Bosch-Fernseh 76-77 □ Broadcast Information Bureau, Inc. 42 □ Broadcast Properties West Inc. 156 □ CBS FM National Sales 19 □ CBS Radio Network 51 □ Centel Cable Television Co. 99 □ Cetec Antennas 87 □ Chapman Associates 126,142 □ Classified Ads 167-178 □ Columbia Pictures Television 4, 12-13 □ Communications Workers of America 151 □ Continental Electronics 158 □ R.C. Crisler & Co. Inc. 118 □ Data Communications Corp. 93 □ Dataworld, Inc. 108 □ Dilithium Software 111 □ Doubleday/Mutual Broadcasting System 97 □ Eastern Cable Television 11 □ Employers Reinsurance Corp. 131 □ Enviromental Satellite Data Inc. 139 □ FairWest 39 □ The Fetzer Stations Third Cover □ Financial Communications Network, Inc. 66 □ Firstmark Financial 148 □ Gaylord Broadcasting 61 □ The Graphic Express Corp. 82 □ David Green 132 □ Group W Productions 23 □ Harris Corp. 3, 63 □ Heller-Oak Communications Finance Corp. 150 □ Hughes Communications 16-17 □ Kahn Communications Inc. 124,130,160 □ Kaman Sciences Corp. 84-85 □ Katz Radio 47 □ Kline Iron & Steel Co. 101 □ KPRC-TV Front Cover □ KTTV 9 □ KYW-TV 141, 143 □ LeParc Hotel 162 □ Lexington Broadcast Services Co., Inc. 67 □ Robert O. Mahlman, Inc. 78 □ Maxell Corp. of America 80-81 □ Media Concepts, Inc. 162 □ Lexington Broadcast Services Co., Inc. 37 □ Robert O. Mahlman, Inc. 78 □ Maxell Corp. of America 80-81 □ Media Concepts, Inc. 162 □ Midwest Corp. 113 □ Minority Broadcast Investment Corp. 158 □ Modulation Associates, Inc. 88 □ Motorola 43 □ McGavren Guild Radio 155,157,161 □ NBC Radio Network 44-45 □ NBC Radio Talknet 59 □ NEC America, Inc. 83 □ National Guard 149 □ The New York Market Radio Broadcasters 130 □ Orion Entertainment Corp. 15 □ Panasonic 104-105 □ Petry 71 □ Phillips Petroleum 116 □ Professional Cards 165 □ RKO Radio Networks 64-65 □ RKO Television 79 □ Radio Advertising Bureau 48 □ Cecil L. Richards, Inc. 145 □ Richter-O'Grady Co. 163 □ George T. Rodman, Inc. 179 □ Robert W. Rounsaville & Associates 146 □ SONY 24-25, 56-57, 102 □ Service Directory 164 □ Schulke Radio Productions, Ltd. 30 □ Scientific-Atlanta Telecommunications107 □ Singer Broadcast Products, Inc. 128 □ Snarr Communications 119 □ Society Bank 89 □ Stolze Software Systems, Inc. 166 □ Joe Sullivan & Associates, Inc. 14 □ 3M 72-73, 121 □ Thomson-CSF Broadcast, Inc. 117 □ The Tobacco Institute 62 □ Transtar Second Cover □ Uni-Set Corp. 10 □ United Broadcasting Co. 135 □ United Press International 94-95 □ United Recording Electronics Industries 133 □ VSC Corp. 112 □ Ward-Beck Systems Ltd. Fourth Cover □ Watermark 46 □ World Tower Co. 128 □ World Wide Bingo, Inc. 158 □ WCCO-TV 75 □ WCIU-TV 86 □ WCRB Productions 54 □ WGBH 137 □ WHBF-TV/WOC-TV 101 □ WNEV-TV 129 □ Xerox Corp. 115 □ Youngs, Walker & Co. 181 □

TV's top 100 advertisers

The companies invested a total of $7.2 billion in the medium; P&G still tops

The Television Bureau of Advertising reported last week that the top 100 advertisers in 1982 spent an estimated $7,187,499,900 in spot and network television, compared with $6,238,397,000 in 1981, a gain of about 15%. The top 100 list appears below, spot and network.

Leading the advertisers' parade was the perennial winner, Procter & Gamble, with total investments of $576.9 million, up 11%, followed by General Foods, down 8% to $303.2 million; General Mills, up 19% to $201.3 million, and American Home Products, up 15% to $197.5 million. The estimates are based on figures supplied to TVB by Broadcast Advertisers Reports.

The fastest growing categories were home electronics, up 302% to $174.5 million; computers, up 245% to $77.8 million; air freight, up 107% to $64.3 million; travel, hotels and resorts up, 52% to $194.2 million, and publishing and media, up 46% to $172.9 million.

Newcomers to the top 100 list of television advertisers were National Enquirer Inc., $29.7 million; Coleco Industries,

1982's top 100 TV advertisers

(all figures in thousands)

	Spot	Network	Total
1. Procter & Gamble	179,473	397,418	576,891
2. General Foods	70,802	232,349	303,151
3. General Mills	107,682	93,628	201,311
4. American Home Pdts.	36,682	160,767	197,450
5. General Motors	27,241	164,261	191,502
6. Pepsico	88,030	75,857	163,888
7. AT&T	66,092	95,086	161,178
8. Lever Brothers	43,761	111,811	155,573
9. McDonald's	94,148	59,875	154,024
10. Ford	22,602	128,885	151,487
11. Philip Morris	34,762	110,786	145,549
12. Coca-Cola	59,283	85,673	144,956
13. Anheuser-Busch	47,449	95,676	143,126
14. Johnson & Johnson	7,180	121,845	129,025
15. Dart & Kraft	64,275	61,743	126,019
16. Sears, Roebuck	17,529	102,563	120,093
17. Bristol-Myers	12,590	105,600	118,191
18. Pillsbury	44,176	72,942	117,118
19. Warner-Lambert	32,818	80,900	113,719
20. Warner Comm.	28,241	79,177	107,419
21. Ralston Purina	23,066	82,570	105,637
22. R.J. Reynolds	47,758	56,862	104,620
23. Mars	46,506	49,603	96,109
24. Chrysler	25,660	68,219	93,880
25. Kellogg	30,053	61,010	91,063
26. Nabisco	19,939	66,578	86,518
27. Colgate Palmolive	23,877	59,653	83,531
28. Gillette	8,632	74,025	82,657
29. Sterling Drug	15,905	66,383	82,288
30. Mattel	19,152	60,810	79,962
31. Nestle	28,556	49,105	77,661
32. Consolidated Foods	17,907	55,107	73,015
33. Beecham	5,009	66,725	71,734
34. Eastman Kodak	5,844	63,267	69,111
35. H.J. Heinz	22,631	45,916	68,547
36. Toyota	44,792	21,244	66,036
37. Wm. Wrigley	16,669	47,515	64,184
38. Richardson-Vicks	13,775	48,475	62,251
39. Nissan	35,289	23,548	58,837
40. Esmark	8,19	49,357	58,177
41. Campbell Soup	17,436	40,733	58,170
42. Quaker Oats	21,213	34,483	55,696
43. Clorox	7,316	47,359	54,676
44. Norton Simon	15,152	37,487	52,640
45. Chesebrough-Pond's	5,104	46,051	51,155
46. Revlon	15,703	33,913	49,616
47. Shering-Plough	5,159	42,947	48,107
48. ITT	30,971	16,659	47,630
49. American Cyanamid	8,788	36,839	45,628
50. Gulf + Western	21,189	24,322	45,512
51. Union Carbide	4,017	40,914	44,931
52. S C. Johnson	8,891	34,266	43,157
53. Time	31,627	10,861	42,489
54. American Motors	15,629	26,024	41,653
55. K Mart	8,176	32,469	40,649
56. J C. Penney	16,531	23,790	40,321
57. Volkswagen	17,156	023,028	40,184
58. Bayer	4,660	35,219	39,880
59. UAL	25,824	13,792	39,617
60. Kimberly Clark	10,830	28,787	39,617
61. Hershey Foods	13,901	25,536	39,437
62. American Express	15,072	24,253	39,325
63. Honda	8,864	29,887	38,751
64. Tayo Kogyo	10,763	26,709	37,446
65. CPC International	13,542	23,468	37,010
66. Greyhound	6,290	30,587	36,878
67. Noxell	3,772	31,527	35,300
68. IBM	4,342	29,700	34,042
69. Pfizer	1,499	32,486	33,986
70. TCF Holdings	9,618	22,771	32,389
71. General Electric	3,266	28,966	32,233
72. Wendy's	18,035	13,817	31,852
73. Polaroid	752	31,036	31,789
74. E. & J. Gallo	4,474	26,411	30,886
75. Mobil	20,489	9,808	30,297
76. N. American Philips	6,720	23,527	30,247
77. Stroh Brewery	20,733	9,403	30,137
78. Smithkline/Beckman	2,439	27,596	30,036
79. MCA	9,505	20,467	29,972
80. National Enquirer Inc.*	2,170	27,514	29,585
81. Royal Crown	23,420	4,801	28,222
82. RCA	8,805	19,126	27,931
83. Canon	6,103	21,618	27,722
84. IC Industries	15,071	11,998	27,070
85. Goodyear	11,679	15,290	26,970
86. U.S. Armed Forces	6	26,600	26,606
87. Milton Bradley	16,919	9,224	26,143
88. Pabst Brewing	19,567	6,152	25,720
89. Morton Thiokol	5,837	19,601	25,438
90. Coleco Industries*	14,180	10,920	25,101
91. Carnation	8,992	15,546	24,739
92. Federated Dept. Stores	24,446		24,446
93. A.H. Robins	22,484	1,540	24,025
94. Beatrice Foods	20,520	3,441	23,961
95. American Airlines	10,835	12,228	23,124
96. Dr Pepper*	11,263	10,991	22,255
97. Seagrams	8,410	13,754	22,164
98. GTE	16,604	5,339	21,944
99. MGM/UA*	13,087	8,752	21,839
100. Cosmair	4,097	17,430	21,527

* New to top 100 in 1982.

Note: Investments classified as retail/local by BAR (i.e.: General Foods's investments for Burger Chef, investments by Sears, Roebuck & Co., McDonald's Corp., etc.) are included in above tabulation.

$25.1 million; Dr Pepper Co., $22.3 million; MGM/UA Entertainment Co., $21.8 million and Cosmair Inc., $21.5 million. □

The whys and wherefores of cable advertising

Annual CAB conference covers selling, creating and promoting

The Cabletelevision Advertising Bureau's annual conference, held in New York last week, provided a forum for debate on the long list of issues and problems now confronting the cable industry's efforts to become a profitable advertising medium. Among the major issues: Designing a methodology to best measure cable viewing; cable as a part of the overall media mix; creative uses of the medium, and where the industry is headed. About 1,000 cable and agency executives and advertisers attended the conference.

The keynote speaker at last Wednesday's luncheon was R. Gordon McGovern, president and chief executive officer of Campbell Soup Co. He said that perhaps cable's most valuable asset was its segmented audiences, enabling an advertiser to deliver the "kind of personal message" that cannot be delivered through the broadcast medium. Although Campbell Soup spent just a little more than $1.2 million for cable advertising in 1982, McGovern said that figure would probably double in 1983. "We look forward very much to being a part of the action" in cable, he said.

Those in attendance were also treated to a presentation on the creative potential of the cable medium by Alvin Hampel, chairman, D'Arcy-MacManus & Masius. He challenged his audience to take charge and make full use of that potential, which remains largely untapped, he said. "I have read and heard much about cable and its potential," Hampel said, "[but] I have seen little of that potential realized."

He urged agencies to learn and then teach their clients how best to use cable, which, as an advertising medium, he noted, is still in its embryonic stage. "I believe there are many advertisers that are at least curious about cable, if not downright interested. It remains for agenices to show those clients the way . . . not just with words but with film and tape."

Cable can be used to transmit traditional forms of advertising, said Hampel, but it enables the advertiser to do much more. "Advertisers and their agencies have a rare opportunity to explore and experiment . . . to use cable as a crucible for creativity, a laboratory for trying out new ideas, and a place to discover more informative, more persuasive, more entertaining ways to sell."

And from the standpoint of the bottom line, in today's market anyway, the advertiser has little to lose. "If that kind of investment doesn't always pan out," he said, "you've had the opportunity to make mistakes at a relatively low cost. Of the condition of cable today, and it is a medium really in its infancy, one could say, as a Dean of Oxford once said, 'Don't expect too much, but don't attempt too little either.' "

How to stimulate cable ad sales

In greeting cable television executives on Tuesday, Robert H. Alter, president of the Cabletelevision Advertising Bureau, stressed that system operators must drive home to advertisers and agencies that cable can provide the "missing audiences." He outlined cable's growth in channel capacity and household penetration over the past few years and the drop-off in TV network shares, particularly in cable homes.

"Advertisers are beginning to be concerned with the under-delivery of TV audiences in cable homes," he said. " We have to sell the impact of cable in network-affiliated households."

Typical of operators who have achieved some success with advertising was Donald Olson, executive director of broadcast operations for Colony Communications, Providence, R.I. He said the company's systems grossed about $85,000 in 1981, sold $1.4 million in 1982 and should reach more than $2 million this year.

He said some of the company's systems have developed programing that has attracted advertisers, including a news update show and a variety program. Olson added that it's an advantage for the system to produce the commercials and said the spots can be produced at a reasonable cost.

To stimulate local sales, William Kepper, president of Lakes Cablevision, McHenry, Ill., suggested a tape presentation. His firm created a 20-minute presentation and invited local advertisers to attend a viewing seminar. His bait: a bonus offer to charter advertisers. And he reported it was accepted by 20 advertisers.

Kepper also stressed the importance of attracting and keeping an efficient sales staff. He said he looks for salesmen who are highly motivated, even though they may lack background in broadcasting or advertising.

Keith Yarber, advertising sales manager, Village Cable, Chapel Hill, N.C., pointed to a number of techniques used to heighten sales interest: a sales presentation using a sports figure as narrator (the area is highly sports-minded), testimonials from satisfied clients, and strong use of direct mail material to prospects.

"On sales calls we try to learn all we can about our prospect's business," he continued. "Then we develop a campaign, often a 15-page report, in which we suggest the use of cable, often along with print and radio."

In a session on "Taking Budgets Away from Competing Media," Bob Williams, president of New England Cable Rep, Boston, said he closely follows the advertising on radio and in the print media to develop leads, particularly for co-op advertising. Williams emphasized it is important to plan for advertising several months ahead of presentation since many potential cable clients are seasonal advertisers.

Richard Gilman, director of advertising and studio operations for Heritage Communications, Des Moines, Iowa, replied to a question on moves taken against cable by other media. He said one radio station refused to accept the cable system's advertising and a TV station started to cut its rates.

Jay Crouse, chief executive officer of the Cable Advertising Network, Louisville, Ky., said consistent selling efforts can pay off. He noted that CAN sold $700,000 last year and has a target of $1 million for this year. He said that more than 50% of time available on the satellite-delivered channels has been sold.

Williams responded to a question on the advisability of bypassing the agency and approaching the advertiser directly. He said New England Cable Rep often approaches the president of a firm or the second-in-command and then a low-level media planner on the agency side. His rationale was that this type of media planner often "knows all about the client."

The questioner said he found this approach often alienated the agency. Williams replied: "Then go to the agency first but if no one returns your call by the end of the day, there's no reason why you cannot then go to the client."

A panel exploring the ambivalent attitude of some advertisers toward cable stressed that both the cable industry and advertising agencies must play a role in educating clients. One point emphasized by speakers was that cable must be judged not only on the basis of cost-per-thousand but also for its appeal to specialized groups.

Watson S. (Jay) James, vice president of

Audience experts. L to r: Alter, Braun, Levin and Leibowitz.

stations have not set time periods for airing the show.

The Metromedia clearance brings *Breakaway's* coverage of U.S. homes to about 50%, according to Bennett, who said clearances from another 35 to 40 stations that had been waiting for a "firm go" before signing will bring the level to between 65% and 70%.

Plans for the program include a daily live feed at 4 p.m., followed by an updated feed at 5 p.m. There will be 46 weeks of originals and six weeks of "freshened" programs (not entirely original) in August and September but not during July rating sweeps. □

Arbitron, Nielsen results vary in N.Y. overnights

ABC's WABC-TV New York led the market in the 5, 6 and 11 p.m. news race in March in the Arbitron overnight numbers but lost the 5 p.m. period to both NBC's WNBC-TV and CBS's WCBS-TV in the Nielsens—and according to WCBS-TV researchers would have lost the 11 p.m. race to both WCBS-TV and WNBC-TV if it hadn't had ABC's powerful *Thorn Birds* for a lead-in the last three nights.

WCBS-TV placed second in all three news periods in Arbitron but was third at 6 p.m. in Nielsen. WNBC-TV was third in all three news periods in Arbitron but placed second at 6 p.m.—in addition to being first at 5 p.m.—in the Nielsen count.

In access time it was a different story. Independent WNEW-TV topped the market in Arbitron, scoring a 13.5 rating/22 share with its off-network *All in the Family*, while WNBC-TV was the market leader in Nielsen with a 16.2/27 for its *Family Feud* strips.

WNEW-TV and *All in the Family* came in second in Nielsen, with a 10.9/18, followed by WABC-TV's *Entertainment Tonight* at 9.4/16, *Benny Hill* on WOR-TV at 8.6/14, a combination of *Muppets* and *2 On the Town* on WCBS-TV at 7.0/11, and *Action News* on WPIX(TV) at 3.9/6. In Arbitron, WNEW-TV's 13.5/22 with *All in the Family* was followed by WABC-TV's *Entertainment Tonight* at 10.9/18, WNBC-TV's *Family Feud* at 10.5/17, WOR-TV's *Benny Hill* at 8.3/14, WCBS-TV's *Muppets/2 on the Town* at 7.0/11 and WPIX's Action News at 4.2/7.

Much attention centered on the 11 p.m. news race, where Tom Snyder and Kaity Tong had replaced Ernie Anastos and Rose Ann Scamardella as WABC-TV's co-anchors. Snyder-Tong retained the leadership, but with lower ratings—in Arbitron an 11.4/23 versus 12.1/25 for Anastos-Scamardella a year ago; in Nielsen an 11.7/22 versus a 13.0/25 a year ago. WCBS-TV researchers claimed that until ABC's *Thorn Birds* miniseries burst on the scene, giving Snyder-Tong an average 47.2 rating lead-in the last three nights of the March period, WCBS-TV was running first and WNBC-TV second.

Both WCBS-TV and WNBC-TV showed gains in the 11 p.m. period in both measurements. In Nielsen, WCBS-TV scored 11.0/21 compared with 9/17 a year earlier, while WNBC-TV was up to 10.3/20 from 9/18. In Arbitron, WCBS-TV went to 9.6/19 from 8.1/17 and WNBC-TV reached 9.2/18 from 8.4/17.

WABC-TV's Anastos-Scamardella combination, reunited at 5 p.m., took that hour in Arbitron with a 6.8/15—up from 6.2/14 for the period when anchored by Scamardella and Storm Field a year ago—but placed third in Nielsen with a 6.0/13, little change from a year earlier. WNBC-TV won the hour in Nielsen with a 7.3/16, up slightly from 7/15, and WCBS-TV was second with 6.8/15, up from 6/13. In Arbitron, WABC-TV's 6.8/15 was up from 6.2/14 a year ago, and WCBS-TV came in second with a 5.9/13, unchanged from March 1982, while WNBC-TV, which claimed the hour with a 6.8/15 a year ago, dropped to 5.4/12 and third place. □

Ratings Roundup

ABC-TV rode its highly successful miniseries, *Thorn Birds*, to victory in the 27th week of the prime time season, averaging a 24.3 rating/38.3 share against CBS-TV's 16.3/25.6 and NBC-TV's 12.9/20.1.

In addition to capturing an average rating of 41.9/59 for *Thorn Birds* (BROADCASTING, April 4), ABC scored an unusually high rating for a rerun of the movie, "The Sting" (21.9/38), on Sunday. Its 16.4/27.2 average for the night, however, came in second to CBS's 19.5/32.5.

Spring program premieres included CBS's *Goodnight Beantown* (20.3/34), which, in its 8 p.m. berth following *60 Minutes*, ranked 11th in the ratings for the week. Another CBS premiere, *Foot in the Door* (12.9/18), fared less well on Monday at 8:30 p.m.

Baby Makes Five (15.5/26), a half-hour comedy that premiered on ABC at 8 p.m. Friday, was the network's highest-rated program that night.

The First 20

1.	*Thorn Birds, part 3*	ABC 43.2/62
2.	*Thorn Birds, part 4*	ABC 43.1/62
3.	*Thorn Birds, part 2*	ABC 42.4/59
4.	*Dallas*	CBS 25.6/41
5.	*60 Minutes*	CBS 23.9/43
6.	*That's Incredible*	ABC 23.5/34
7.	*Magnum, P.I.*	CBS 23.3/38
8.	*Simon & Simon*	CBS 22.9/36
9.	*Mississippi*	CBS 22.7/43
10.	*ABC Sunday Night Movie—"The Sting"*	ABC 21.9/38
11.	*Goodnight Beantown*	CBS 20.3/34
12.	*Laverne & Shirley*	ABC 19.1/28
13.	*Love Boat*	ABC 19.0/32
14.	*Jeffersons*	CBS 19.0/30
15.	*Tucker's Witch*	CBS 18.5/31
16.	*A Team*	NBC 18.0/26
17.	*Newhart*	CBS 17.9/28
18.	*Gloria*	CBS 17.8/28
19.	*Fantasy Island*	ABC 16.9/31
20.	*Happy Days*	ABC 16.8/26

The Final Five

65.	*Monitor*	NBC 8.9/16
66.	*Pope and His Vatican*	ABC 8.7/16
67.	*Renegades*	ABC 8.0/13
68.	*Grandpa-Run With Me?*	NBC 7.0/13
69.	*ABC News Closeup—Adapt or Die*	ABC 6.3/12

24-HR. PROFESSIONAL SERVICE FOR COLLINS & CONTINENTAL AM & FM TRANSMITTERS

Continental Electronics offers parts and engineering service for all Collins AM & FM transmitters.

Whenever you want parts or service for your Collins or Continental equipment, phone our service numbers day or night,

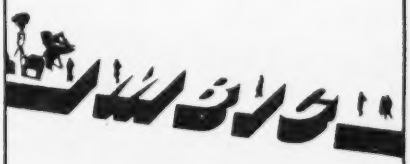
(214) 327-4532 parts
(214) 327-4533 service

Continental Electronics Mfg. Co.
Box 270879; Dallas, Texas 75227
Phone (214) 381-7161
1 kW thru 50 kW AM & FM transmitters and related equipment.

Continental Electronics

"A New Strength in Radio Broadcasting Equipment"

"Your Financial Link For Bridging the Gap"



Minority Broadcast Investment Corporation provides venture capital to assist minority entrepreneurs in taking an active ownership role within the communications industry.

MINORITY BROADCAST INVESTMENT CORPORATION

1220 19th Street, N.W., Suite 501
Washington, D.C. 20036
Telephone 202/293-1166

A Federal Licensee Under the Small Business Investment Act of 1958

■ Rancho Palos Verdes, Calif.—California Telecasters seeks ch. 44; ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,401.5 ft.; ant. height above ground: 208.5 ft. Address: 7725 Sky Hill Drive, Los Angeles 90028. Principal: Eun S. Jee (100%), who has no other broadcast interests. Filed March 25.

■ Rancho Palos Verdes, Calif.—Channel 44 Associates seeks ch. 44; 5,000 kw vis., 500 kw aur.; HAAT: 1,586 ft.; Address: 20710 Pacific Coast Highway, Malibu, Calif. 90265. Principal: Walter F. Ulloa, 100% general partner, 21% limited partner. Ulloa is account executive and local sales manager at KMEX-TV Los Angeles. Filed March 25.

■ Rancho Palos Verdes, Calif.—Channel 44 Inc. seeks ch. 44 plus; ERP: 5,000 kw vis., 1,000 kw aur., HAAT: 1,217 ft.; ant. height above ground: 201 ft. Address: 1880 Century Park East, Suite 500, Los Angeles 90067. Principals: Myrlie Evers, president, Kimberly Susan Kaufman and Clinton LeRoy Burch (one-third each). None has other broadcast interests. Filed March 25.

■ Rancho Palos Verdes, Calif.—Palos Verdes Broadcasting Co. Inc. seeks ch. 44; ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,376 ft.; ant. height above ground: 215 ft. Address: 642 Silver Spur Road, Rolling Hills Estate, Calif. 90274. Principals: James P. Devaney (45%), and wife, Susan (40%), and Nancy G. Detzen, Anthony R. Lark, Amy R. Weissbrod (5% each). James Devaney is president and 66% owner of JPD Entertainment, TV production and programming corporation. Susan Devaney is executive vice president there. Devaneys also hold same positions at JPD Enterprises, corporation that solicits advertising from U.S. firms for TV network of People's Republic of China. Amy R. Weissbrod is vice president of creative affairs for JPD Entertainment. Anthony Lark is free-lance video and film editor and producer. Filed March 25.

■ Rancho Palos Verde, Calif.—Palos Verdes Broadcasters Inc. seeks ch. 44; ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,694 ft.; ant. height above ground: 93 ft. Address: 300 Montgomery Street, #1200, San Francisco 94104. Principals: Terrence E. Crosby, president (80%), Carlos Duharte (10%) and wife, Marie (10%). Crosby is business advisor for WFAT-TV Johnstown, Pa. Carlos Duharte is assistant production manager for KTSF(TV) San Francisco and Maria Duharte is assistant vice president for Bank of California. Filed March 25.

■ Rancho Palos Verdes, Calif.—Springfield Television Corp. seeks ch. 44; ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,581 ft.; ant. height above ground: 200 ft. Address: P.O. Box 2210, Springfield, Mass. 01101. Principals: William L. Putnam, chairman; estate of Roger L. Putnam, and Joseph Deliso, who also own WWLP(TV) Springfield, Mass.; WKEF(TV) Dayton, Ohio, and KSTU(TV) Salt Lake City. Filed March 25.

■ Des Moines, Iowa—Federal Television Co. seeks ch. 69; ERP: 1,399.6 kw vis., 139.96 kw aur., HAAT: 148.63 ft.; ant. height above ground: 188.7 ft. Address: Route 10, Sparta, Tenn. 38583. Principal: David Eugene Goff (100%), who is also applicant for new TV's at Owensboro, Ky. and Greenfield, Mass. (see below). He also has pending petition for rulemaking, docket 81-726 to allocate channel 246 C to Celina, Tex. Filed March 28.

■ Owensboro, Ky.—Volunteer Communications Society seeks ch. 48; ERP: 1,300.2 kw vis., 130.02 kw aur., HAAT: 334.63 ft.; ant. height above ground: 271.7 ft. Address: Route 10, Sparta, Tenn. 38583. Principal: David Eugene Goff (100%), who also is applicant for new TV's at Des Moines, Iowa and Greenfield, Mass. (see above). Filed March 31.

■ Greenfield, Mass.—Petitioner's Society for Access Telecasting seeks ch. 32; ERP: 1,000 kw vis., 100 kw aur., HAAT: 1,173.5 ft.; ant. height above ground: 377 ft. Address: Route 10, Sparta Tenn. 38583. Principal: David Eugene Goff (100%), is also applicant for new TV's at Owensboro, Ky. and Des Moines, Iowa (see above). File March 29.

Summary of broadcasting

FCC tabulations as of Sept. 30, 1982

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,668	0	0	4,668	153	4,822
Commercial FM	3,379	1	0	3,380	328	3,708
Educational FM	1,112	0	0	1,112	84	1,196
Total Radio	9,159	1	0	9,160	565	9,725
Commercial TV						
VHF	525	1	0	526	12	538
UHF	276	0	0	276	134	410
Educational TV						
VHF	104	1	3	108	8	116
UHF	163	2	4	169	15	184
Total TV	1,068	4	7	1,079	169	1,248
FM Translators	499	0	0	499	268	767
TV Translators						
VHF	2,754	0	0	2,754	265	3,019
UHF	1,654	0	0	1,654	392	2,046
Low power						
VHF	104	0	0	104	134	238
UHF	7	0	0	7	72	79

*Special temporary authorization

**Includes off-air licenses

Services

AERONAUTICAL CONSULTANTS
Tower Location/Height Studies
FAA Negotiations
JOHN CHEVALIER, JR.
AVIATION SYSTEMS ASSOCIATES, INC.
1650 So. Pacific Coast Hwy
Redondo Beach, CA 90277
(213) 316-5281

dataworld inc
AM • FM • TV • LPTV
Computerized
Allocation Studies/Directories
1302 18th St., N.W., Suite 502
Washington, D.C. 20036
(800) 368-5754 (202) 296-4790
Established 1971

SOUTHERN BROADCAST SERVICES
COMPLETE TURNKEY SYSTEMS
STUDIOS, TRANSMITTERS, TOWERS, ANTENNAS
Full Rigging & Erection Services
Custom Electronics Design & Installation
PO Box 740, Alabaster, Al 35007
(205) 663-3709

301-731-5677 Complete Broadcast Facility Design & Installation
Harrison Systems Ltd.
7515 Annapolis Road Suite 411
Hyattsville, Maryland 20784

UNUSED CALL LETTERS
CALL LETTER SYSTEMS
P.O. Box 12403
Jackson, MS 39211
(601) 981-3222

COMSEARCH™ INCORPORATED
11503 Sunrise Valley Drive
Reston, Virginia 22091
Frequency Coordination Services
703/620-6300
Call: Jerry D. Schulman, P.E.

contact
BROADCASTING MAGAZINE
1735 DeSales St. N.W.
Washington, D. C. 20036
for availabilities
Phone: (202) 638-1022

FM actions

■ Copperopolis, Calif.—Zido Corp. granted 105.5 mhz; ERP: 400 w (H); HAAT: 736 ft. (H). (BPH-821012AH). Action March 23.

■ Paradise, Calif.—JIBO Broadcasting granted 92.7 mhz, 3 kw, HAAT: 529 ft. Address: P.O. Box 1085, Paradise 95969. Estimated construction costs: $129,000; first-quarter operating cost: $21,400. Format: Popular/Classical. Principals: James T. Flood and wife, Bonnie C. (50% each). James Flood is Paradise-based independent public relations consultant and has no other broadcast interests. (BPH-810427AN). Action Feb. 7.

■ Cocoa, Fla.—National Christian Network granted 91.5 mhz, 20 kw, HAAT: 102 ft. Address: P.O. Box 493, Cocoa 32922. Principal: Noncommercial corporation, headed by Raymont A. Kassis, president, and Robert A. Jones, vice president. They own WWBC(AM) Cocoa, Fla.; Jones also owns 85% of WJJQ(AM) Tomahawk, Wis., and 52% of WRPQ(AM) Baraboo, Wis. (BPED-820201AK). Action March 23.

■ Devils Lake, N.D.—Pearson Broadcasting Co. granted for 103.5 mhz; ERP: 100 kw; HAAT: 493 ft. (BPH-821008AL). Action March 23.

■ Mission, Tex.—Mission Broadcast Enterprises granted 105.5 mhz, 3 kw, HAAT: 300 ft. Address: Rt. 2, Box 122F, Rio Grande City, Tex. 78582. Estimated construction cost: $113,500; first-quarter operating cost: $25,000; revenue: $100,000. Format: Spanish programing. Principals: Lino Canales Jr. and Gustavo Valadez Jr. (50% each). Valadez also owns Hispanic Media Enterprises, applicant for new FM in Rio Grande City, Tex. Canales is 33% owner of *Etc., Etc., Etc. Magazine*, McAllen, Tex., and has no other broadcast interests. (BPH-810309AH). Action Jan. 3.

■ Tremont, Utah—Bear River Broadcasting Co. Inc. granted 104.9 mhz; ERP: 3 kw; HAAT: minus 111 ft. (BPH-820129BQ). Action March 23.

■

TV actions

Wichita, Kan.—George E. Gunter application returned for channel 33; ERP: 1,000 kw vis.; 100 kw aur.; HAAT: 256.8 ft. (BPCT-830223KH). Action March 15.

■ Louisville, Ky.—Louisville Family TV Ltd. application returned for ch. 41; ERP: 1,139 kw vis., 114 kw aur., HAAT: 1,285 ft.; ant. height above ground: 1,146 ft. Address: Station 302, 2 Northside 75, Atlanta 30381. (BPCT-830214KF). Action March 15.